

Statistics

Population (2003)

Kentucky:	2,327,854	metro	(1.0% of total U.S. metro)
	<u>1,789,973</u>	non-metro	(3.6% of total U.S. non-metro)
	4,117,827	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Kentucky:	462,847 jobs	(20.3% of total Kentucky employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Kentucky:	86,541	(4.0% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Kentucky:	160 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Kentucky:	\$3.0 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #28

Top 5 Agricultural Commodities (2002)

Commodity	Value receipts (thousand \$)	Percent of U.S. value
Horses/mules	760,000	77.4
Tobacco	443,031	25.4
Broilers	421,050	3.1
Cattle and calves	406,414	1.1
Corn	271,411	1.6

Market Value Agricultural Products Sold Directly to Consumers (2002)

Kentucky: \$10.5 million
United States: \$812.2 million

Farmers Markets (2004)

Kentucky: 102
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Kentucky: \$3.0 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Kentucky: 6,552 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Kentucky: 0
Total: 96

Marketing Products and Services

Specific to Kentucky

Study of Farm-Raised Catfish Delivery

AMS is cooperating with the Kentucky Department of Agriculture and the Purchase Area Aquaculture Cooperative, a cooperative of catfish farmers in Farmington, to research the cost effectiveness of direct deliveries by farmer-owned agricultural cooperatives. The study took

two years to complete and is undergoing internal editorial review in 2005.

Southern Sustainable Agriculture Workers Group Conference Held in Louisville

Practical Tools and Solutions for Sustaining Family Farms Conference was held in Louisville in January 2005. The conference, held by the Southern Sustainable Agriculture Workers Group, provides a forum for small farmers to learn sustainable farming techniques and marketing strategies, community food systems, and Federal farm policies and programs that promote sustainable agriculture. AMS managed an exhibit that described the program's direct marketing materials and resources.

Aquaculture Distribution Study

Through a partnership with the Kentucky Department of Agriculture, AMS provided financial and technical assistance to a 50 member start-up catfish processing and marketing cooperative in southwestern Kentucky, to help the cooperative initiate direct deliveries of chilled and frozen catfish products to food service and retail customers. AMS has helped the cooperative's management evaluate its marketing and delivery systems.

Lexington Farmers Market

AMS supported a research study, in collaboration with the University of Kentucky's Center for Business and Economic Research, that assessed the feasibility of developing a year-round farmers market in Lexington

Alternative Marketing Channels for Tobacco Growers

AMS provided technical support and funding to a 5-state tobacco growers cooperative based in Kentucky to help the cooperative's members adopt innovative marketing practices, and develop viable economic alternatives to tobacco production.

Market Feasibility Studied

The University of Kentucky's Center for Business and Economic Research and the *Friends of the Farmers Market*, a non-profit group of area citizens who work together to publicize and promote the farmers market in Lexington, received support from AMS to investigate the feasibility of extending the current operation of the Lexington Farmers Market from a seasonal to a year-round market facility. The study concluded that a year-round market was not economically feasible.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$21,000 was awarded to the Kentucky Department of Agriculture, in cooperation with industry partners and the Extension Services of Kentucky State University and the University of Kentucky, to assess the impact of selected goat production methods on marketability and profitability.
- In 2005, \$57,870 was awarded to the Kentucky Department of Agriculture, in cooperation with Kentucky State University, to determine and field test technological requirements and develop protocols for shipping high value live prawn to urban markets in North America.
- In 2004, \$50,200 was awarded to the Kentucky Department of Agriculture, in cooperation with Kentucky State University, to research consumer acceptance, pricing strategies, packaging options, handling needs, and successful marketing

approaches relating to nontraditional items such as aquaculture products and specialty meats sold through farmers markets to consumers and local restaurants.

- In 2002, \$119,990 was awarded to the Kentucky Department of Agriculture, in cooperation with Kentucky State University, to measure the impact of density, temperature, substrate and salinity on the quality and survivability of live shrimp in transit to urban markets in North America; and, in cooperation with the University of Kentucky and KyVirtual.com, to develop, test and evaluate Web-based methods of marketing food and agricultural products internationally.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.